



### RESEARCH ARTICLE

## INTEGRATED MARKETING COMMUNICATION STRATEGY IN THE MIDDLE OF ONLINE MEDIA GLOBALIZATION (CASE STUDY IN KOMPAS NEWSPAPER)

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### Abstract

In the middle of the globalization of online media, newspapers as print media are currently experiencing competition in the media industry. Many people who used to use newspapers as the main media in accessing news information have now shifted to online media, resulting in many newspapers in Indonesia that have started to dislike their readers. One of the newspapers in Indonesia is the daily Kompas. To overcome this, an integrated marketing communication strategy effort is needed which must be carried out by the Kompas newspaper marketing in order to exist in the middle of today's online media globalization. This research uses the theory of Elaboration Likelihood theory (ELT) and Integrated Marketing Communication (IMC). In addition, the research uses marketing concepts, strategic concepts, communication strategy concepts, digitization concepts and print media concepts. The approach used in this study is a qualitative approach with descriptive interview methods. This research method is to use a case study approach which intends to describe the results of the research and try to find a comprehensive description of a situation. In addition, data collection techniques in this study were carried out by in-depth interviews and observations. The results of the discussion in this study are that Kompas daily newspaper uses five marketing mix strategies in maintaining its existence in the middle of globalization of online media today. The five strategies are direct marketing, sales promotion, public relations, personal selling and advertising. The conclusion in this study is that the five strategies are running very well in the Kompas daily newspaper so that the Kompas daily newspaper still exists today in the midst of the globalization of online media.

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### Introduction:-

Along with the time and the development of mankind, communication has a very important role and the means of communication used by humans are growing because humans can interact between individuals and individuals, individuals with groups, or groups with groups to obtain information. Starting from the industrial revolution where scientists created a communication tool to assist humans in obtaining information and making interactions.

Print media has played a very important role in influencing friends and foes alike. So that in the end many parties brought peace because they were influenced by the content in the newspaper media. Indonesia also feels the

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tremendous influence of the newspaper. The political elites and leaders expressed their enthusiasm and invited all the people to fight against the invaders which was spread through the newspaper media.

Newspaper media are silent witnesses of human civilization and also of the development of Indonesia's historical struggles and from the past to the present. Currently, there are many newspaper media products circulating in Indonesia, some of which are: Kompas, Republika, Media Indonesia, Pos Kota, Buana News, Suara Pembaruan, Rakyat Merdeka and so on. Many newspaper companies compete with people's interests. Many are running smoothly, but not a few have stopped due to lack of operational costs and are left behind by the times along with the advancement of communication technology.

In the media industry, the quality of the information presented is an important thing to pay attention to, but not only the quality of the information. Marketing communication is also an important aspect of the entire marketing mission. Big capital, products, relationships or brilliant minds are not enough to run a medium. But the very important thing that must be done is the marketing communication process which is very important in an effort to attract buyers or consumers. Marketing communication must innovate and make developments to support the media's survival process.

In this study, researchers examined the Kompas daily newspaper which still exists today in the midst of the globalization of online media. Kompas is one of the Kompas group print media of the many other newspaper media in Indonesia which still carries out marketing communication activities to consumers in its news amid the composition of the print media which began to fade with the emergence of online media in the 2000s. Kompas Daily is on its way to face various competitions with this online media to keep attracting the interest of Kompas daily readers, so that the Kompas newspaper will still be accepted by the public.

In this study, researchers examined the daily compass because the results of initial observations made by researchers in several government offices, educational institutions and even private offices still use Kompas newspaper as a medium of information in these offices.

## **Materials and Methods:-**

### **Theoretical review**

#### **1. Integrated Marketing Communication**

The concept of integrated marketing communication includes four levels, namely 1. Philosophical aspects 2. Concerning the work relationship between functions. 3. Maintaining the integration of various functions to realize three things; consistency of positioning to gain the expected reputation. 4. Strengthen relationships to foster loyalty and strengthen brand equity with stakeholders.

#### **2. Elaboration Likelihood Theory (ELT)**

The ELT theory assumes that when someone receives a message, a person can be in an active state but also in an inactive state. This theory is based on the premise that persuasion messages are not received equally by audiences, the same message can be received differently and ultimately have different effects for each individual because people have limited abilities in receiving persuasion messages.

### **Concept Study**

#### **1. Marketing Communication**

Marketing communication for consumers can tell or show consumers how and why a product is used, by what kind of people, and where and when. Marketing communication contributes to brand equity by immersing the brand in memory and creating a brand image and driving sales and even influencing shareholder value.

Based on some of the theoretical opinions above, the authors conclude that marketing communication is a way for a company to introduce products that it will sell to the wider community so that these products sell well so that they have a large profit effect on the company.

#### **2. Strategy**

According to the definition of the expert, it can be concluded that the notion of strategy is an action planning process to achieve predetermined goals, by doing things continuously according to joint decisions and based on the point of view of customer needs.

### **3. Digitization**

Digitalization is a time when digital technology is widely used by various groups. As a result, the existence of mass media, especially print media, has begun to be underestimated by the wider community. Digitalization of media is a process of transforming media from analog to digital.

### **4. Print media**

According to Cangara (2003: 134), mass media consists of print media, (newspapers, magazines and so on) and non-print or electronic media (radio, television, internet and films). Newspapers or newspapers have such a big influence as a printed medium.

The research method used is a case study according to Christine Daymon (Anggun Tiara 2018: 37). The case study is intensive testing, using multiple sources of evidence against a single entity that is limited by time and space. In general, case studies are associated with a location. The case may be an organization, a group of people such as a work group or social group, community, event, process, issue or campaign. A case study is a research method that uses various data sources that can be used to systematically research, describe and explain various aspects of an individual, group, program, organization or event.

### **Results:-**

This study collects sources of information or data to be the object of a study to be studied. Researchers conducted interviews with: 1. Key Informant, 2. Informant1, 3. Informant2, 4. Informant3, 5. Informant4. 6. Informant 5.

#### **Integrated Marketing Communication Strategy for Kompas Daily Newspaper**

From the results of the interviews the researchers conducted with Juanda as Product Sales Manager of Kompas Daily, the researchers concluded that the strategy carried out by the Kompas daily newspaper using various elements aims to foster good relationships with consumers so that consumers remain loyal to subscribe.

#### **Kompas Daily Newspaper Direct Marketing Strategy**

From the results of Juanda's interview that direct marketing carried out by the Kompas Daily newspaper is one of the sales methods as well as a marketing strategy used by the Kompas Daily newspaper in marketing transaction activities to promote the Kompas daily newspaper. This is reinforced by the opinion of Mr. Dwi Agus as the informant4, the researcher concluded that in maintaining its existence, Kompas Daily uses various kinds of marketing communication strategies in order to be accepted and remembered by the public.

#### **Kompas Daily Newspaper Promotion Strategy**

According to Herlin Nugroho, as informant 1, the researchers concluded that one of the sales promotion strategies for the Kompas Daily newspaper by giving discounts aims to increase the company's sales turnover. The sales promotion strategy has different functions according to the goal, namely targeting consumers to remain loyal to the Kompas daily newspaper. The consumers referred to in this case are individual consumers who are the target market of the Kompas daily newspaper. Sales promotion is a step to encourage consumers to purchase Kompas daily newspaper at certain events held by Kompas.

#### **Public Relations Strategy for Kompas Daily Newspaper**

According to Juanda, as the key informant, the researchers concluded that in order to maintain good relations with the internal and external public, the Kompas daily newspaper was always present to create a positive image of the Kompas daily newspaper and create reader loyalty to the Kompas daily newspaper. Kompas daily newspaper is quite aggressive in implementing various integrated marketing strategies with the aim of creating branding for the Kompas daily newspaper so that it remains known in the public, so that by itself it can generate trust for individuals and business partners to place advertisements in the Kompas daily newspaper.

#### **Personal Selling Strategy**

The authors concluded that personal selling strategies were not used during the pandemic due to government restrictions recommending face-to-face meetings so that personal selling marketing communications were not carried out for the time being.

### Kompas Daily Newspaper Advertising Strategy

According to Herlin Nugroho as informant 1 who researched it concluded that by doing advertising, keeping the brand of the daily newspaper Kompas remembered by consumers. Effective advertising is able to persuade consumers to attract interest in buying the Kompas daily newspaper.

### Discussion:-

In this study, researchers using ELT explained that attitudes can be formed permanently or temporarily depending on the flow of message management. A permanent or temporary attitude results from a process that involves the ability to elaborate on persuasion messages conveyed through various elements in integrated marketing communications carried out by the Kompas daily newspaper.

The central line information processing focuses on information about products from the Kompas daily newspaper, while the peripheral line information processing focuses on the nature of the Kompas daily newspaper, such as the slogan of the Kompas daily newspaper which reads Mandate of the people's conscience. The central line information processing pays more attention to the message content in the daily newspaper marketing of Kompas while the peripheral path information processing is based on the motto as decision making by the audience. Information processing in the central channel is used when the audience actively processes information messages and is persuaded by the rationality of the arguments presented by the Kompas daily through the elements of direct marketing, sales promotion, public relations, personal selling and advertising.

### Conclusion:-

Based on the research results above, there are several things that will be drawn in the conclusion:

1. Using direct marketing
2. Using sales promotions
3. Using public relations with corporate gathering activities
4. There are no personal sales during Covid 19. i
5. Posting advertisements in print and electronic media

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